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Folio:

JUNE 1987 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

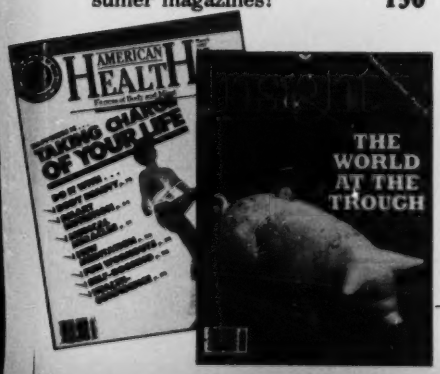
Editorial salary survey

GLENN WOLFF

How do *you* rate? Analysis of 1987 salaries for more than 550 editors and art directors on consumer and business magazines by nine key factors. **91**

Consumer magazines: Why free circ pays

Have responses to subscription offers become so bad and advertisers so bent on targeting that it now makes sense to give away consumer magazines? **130**



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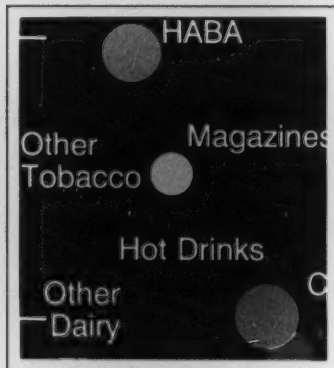

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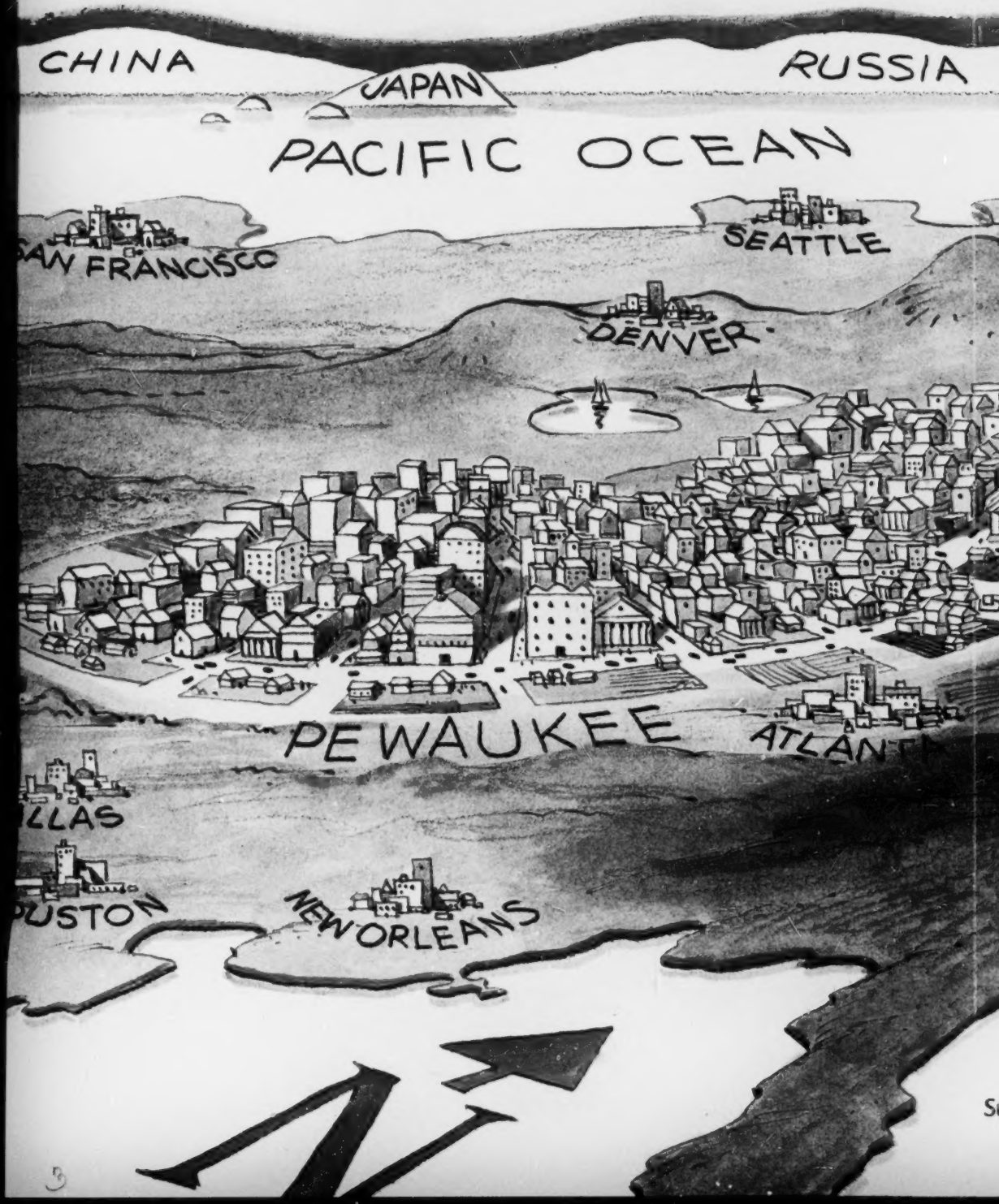
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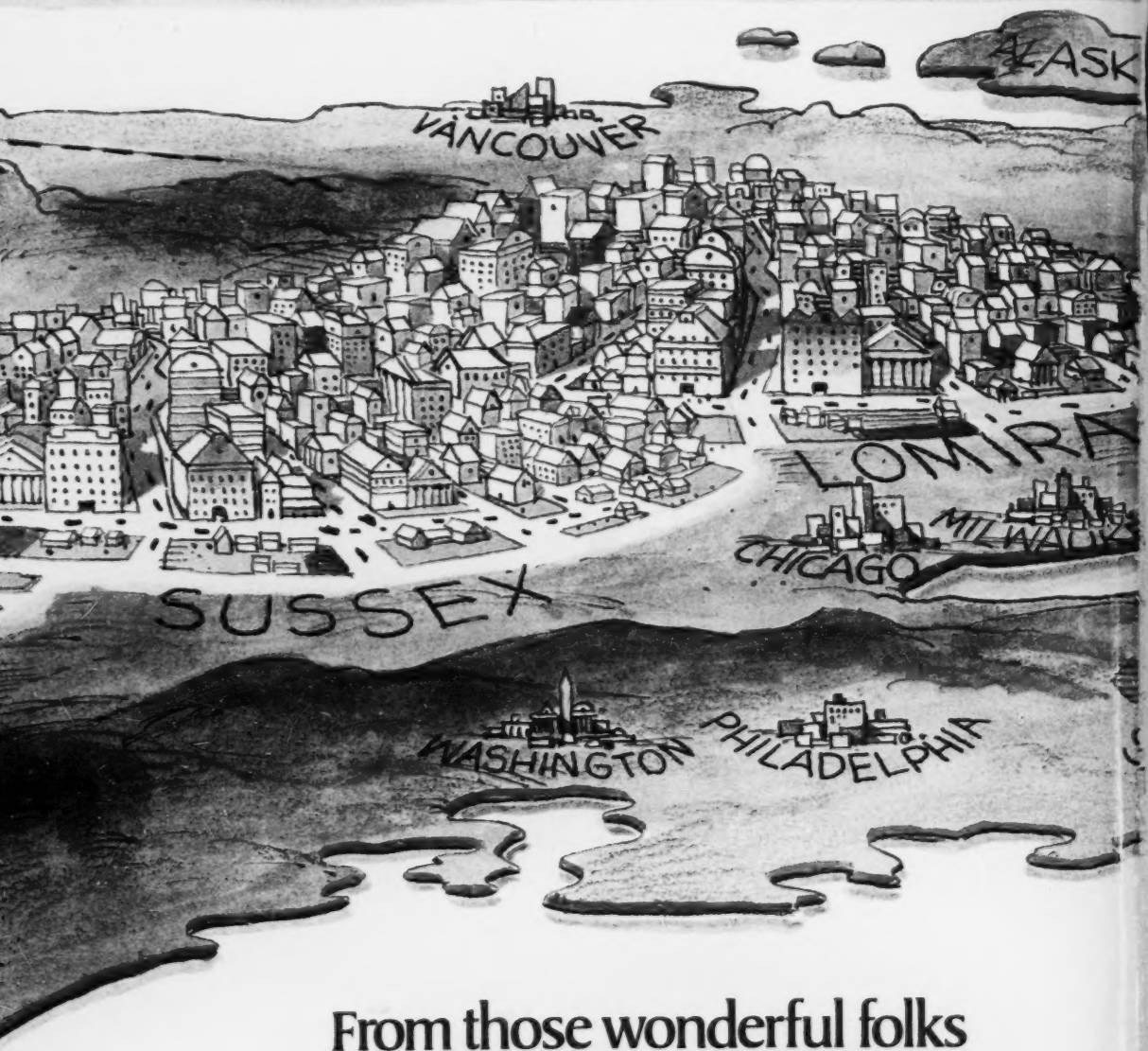

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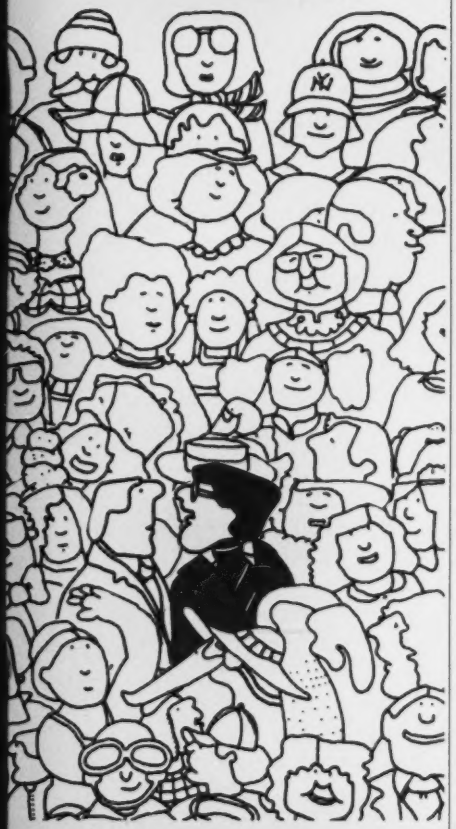

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Base cost for CustomData starts at about $150 per week, and varies upwards depending on the user's circulation and the cost of special reception hookups. However, notes Kieckhefer, the cost is lower than that of UPI's full service, and for special interest magazines it should be of greater value by eliminating wasted search efforts.□

Newsstand dollars up, units down in '86

Las Vegas—Newsstand dollar sales for magazines in 1986 grew 3.2 percent over the previous year, according to John Harrington, president of the Council for Periodical Distributors Associations (CPDA).

Speaking at the Atlantic Coast Independent Distributors Association (ACIDA) convention, Harrington also revealed the following data, based on a poll of wholesalers conducted by CPDA:

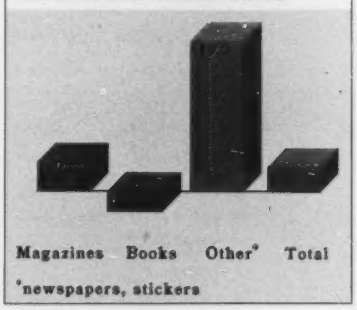
- Magazines' share of wholesalers' total revenues was 82.2 percent, up slightly from 1985.
- Returns grew from 48.3 percent in 1985 to 50.2 percent in 1986.
- An analysis of 299 titles in the Audit Bureau of Circulations (ABC) second-half 1986 Fas-Fax report, all of which had newsstand sales of at least 10,000 copies, showed a 2.8 percent decline in unit sales. With adult "sophisticate" titles removed, the decline was 0.8 percent.
- The sports, business and general interest categories grew in single-copy sales after a decline the previous year. Other categories—puzzles, regionals, music, young adult—declined after growing the prior year.
- In 1986, 14 titles averaged more than one million in unit single-copy sales, compared to 16 the year before; there were no newcomers in 1986.
- For magazines with more than 10,000 single-copy circulation, newsstand sales represented 30 percent of total circulation in 1986, compared to 31 percent in 1985 and 33 in 1984.□

Average cover price rising

	Average cover price	% change from previous year
1986	$1.30	+ 6.6%
1985	1.22	—
1983	1.13	– 1.0
1981	1.03	+10.8

Source: Council for Periodical Distributors Associations

Percent change in net newsstand dollar sales



Unit sales of magazines on the newsstand were down last year, but dollar sales rose slightly.

Share of wholesalers' 1986 revenues

As a percentage of wholesalers' business, magazines' dollar sales volume has grown slightly in the past few years, while books' sales have declined. The "other" category is expected to grow to 5 percent.

Source: Council for Periodical Distributors Associations

FOLIO:'s

Editorial salary survey

Average salaries for five editorial positions plus art director broken down by nine key factors

BY SUZANNE ZELKOWITZ
ASSOCIATE EDITOR

GLENN WOLFF

Although there are considerable differences between the average salaries of men and women holding the positions of editor and art director, the sexes have achieved parity in the editorial management and managing editor categories.

Top editorial management on consumer titles outearn their counterparts on business publications. The greatest disparity is evidenced in the Northeast.

Experience pays off for veteran editors: Those with more than 10 years in the business take in more than double the salary of starting editors.

These are some of the findings of FOLIO:'s third editorial salary survey, covering five editorial titles and art directors. In this study, FOLIO: analyzes salaries by region, gender, years of experience, circulation and much more.

Here's what FOLIO: discovered from information provided by over 550 business and consumer magazine editorial and art professionals responding to our survey.

Editorial management

The average annual salary for someone with the title editor and publisher, editor in chief, editorial director or other top managerial position is $58,361.

Those on consumer titles earn $62,295 versus $55,580 for their colleagues on business magazines, or 12.1 percent more. In the Northeast, those on consumer publications outpull their business magazine peers by 18.1 percent—$78,959 compared to $66,875.

Those in editorial management working in the Northeast are way out in front of other regions in the country, in both consumer and business areas. Overall, the average salary for managers in the Northeast is $71,603. Trailing by 24.4 percent are those in the West, reporting $54,075. Close behind are those in the South Atlantic/Central region, with $49,918.

Men and women in editorial management are on an equal footing, with men earning $58,479, compared to women's $58,150. Interestingly, it's the women who skew the average in favor of consumer magazines. Although the difference in salaries between the two types of magazines is small for men—with business magazine men outearning their consumer colleagues by 9.6 percent—women managers on consumer magazines, at an average salary of $75,633, make 61.2 percent more than their sisters on business magazines.

Experience has its financial rewards. Veterans with more than 10 years in the business log almost twice as much as newer managers—$66,149 compared to $36,200. Mainstreamers, those with four to 10 years of service, come in at $48,962.

Not unexpectedly, average salaries rise as responsibility for supervising staff increases. Those who oversee more than 10 editorial employees register $87,273, or 79 percent more than editorial managers who supervise from two to five persons. On consumer titles, managers in charge of more than 10 employees earn the highest salary, $116,000, of any kind of category studied in the survey.

Managers with responsibility for two and more design employees post

"I'm trying to manage my staff more effectively and delegate responsibility so that it frees up my time to develop more creative editorial products."

Editor supervising 10 editorial and design personnel and earning a salary in the high thirties.

FOLLOWING ILLUSTRATIONS BY EARL KELENY

$74,194 as opposed to $44,926 for those having no personnel under them.

Not surprisingly, chief editors working for magazines with circulations of 100,000 and more make considerably in excess of their peers on titles with less than 50,000 circulation—$72,641 compared to $43,604, respectively.

Consumer monthlies pay better than business monthlies, according to our respondents. Top management's consumer average is $75,054 compared to $52,202 going to those who work on business publications.

Again, it's no surprise that as editorial pages go up, so do average salaries. Managers on magazines carrying 1,000 and more editorial pages receive $68,071 compared to the $47,110 earned by managers on titles with fewer than 500 pages.

Editor

The average salary for a magazine editor is $40,031, or 69 percent of what the editorial manager is making.

Consumer magazine editors enjoy a slight edge over their business counterparts, pulling down $41,521. This is 7 percent more than those on the business side of the fence, who garner $38,802.

Once again, those in the Northeast fare best, with overall salary standing at $45,115 compared to $35,726 for the South Atlantic/Central and $31,713 for the West. The trend holds for both business and consumer magazines, with Northeastern salary for the former coming in at $42,033 and the latter at $48,347.

Salaries for men in this category surpass women's by a wide margin, with men receiving $44,189 compared to women's $33,793, or 30.8 percent more.

Editors in charge of more than 10 editorial employees do significantly better than those without supervisory capacity—$70,781 compared to $28,456.

Managing editor

The average salary for managing editors, $37,083, is 7 percent below the editor's average salary. As with editors, there is little disparity between consumer and business magazines. Managing editors on consumer titles garner $38,406—roughly $2,000 more than their business title peers.

Women have achieved equality with men in this position, with women earning $36,900 and men receiving $37,236—a scant $300 more than their female counterparts.

There's a steady progression in salaries as circulations increase. Managing editors working on titles with circulations running up to 50,000 register $29,133; those whose circulations go to 100,000 post $38,364; and those whose circulations are 100,000 and more log in at $40,734.

A similar pattern prevails when annual editorial pages are compared; salary for those working on magazines with pages up to 500 stands at $24,183; those with pages up to 1,000 earn $36,708; and those with pages of 1,000 and more earn $46,181.

Senior/Associate editor

The average salary for a senior/associate editor is $27,659, or three-quarters that of a managing editor.

In this category, those on business magazines have gained a bit of ground over their consumer colleagues, with $28,501 compared to $26,852, respectively.

Overall, men outearn women, with the former's average salary at $29,438 compared to the latter's $26,548. While men on business magazines scored over their female counterparts—$32,657 compared to $26,250—women on consumer magazines scraped ahead of their male peers: $27,127 versus $26,440.

Copy editor

The average annual salary for the 35 copy editors responding to our sur-

vey is $22,098, which is 80 percent of the senior/associate editor's salary. Copy editors on consumer magazines trail their business magazine peers: $19,750 compared to $23,037.

Not unexpectedly, experience counts yet again. Copy editors with more than 10 years in the business get an average $30,250 against the $17,054 reported by those just starting out, or 77.3 percent more.

Art director

The art director's average salary is $37,697, virtually identical to a managing editor's salary ($37,083). For this group, working on a consumer magazine means higher compensation. Art directors who design consumer publications make $41,130, compared to those on business titles who get $34,264.

The Northeast again comes out on top as the highest paying region. Art directors in this part of the country earn $43,870 compared to $37,896 in the West and $35,328 in the South Atlantic/Central section.

Males considerably outdistance their female colleagues, earning $41,958 compared to $29,730, or 41.1 percent more.

Art directors who are responsible for two and more design or art employees receive $42,794, while those without employees to supervise get 30 percent less, or $30,043.

Bonus

For those editorial/design professionals reporting a bonus, the highest amount is received by editorial managers ($10,255). The lowest average, $883, goes to copy editors.

Deferred compensation

The majority of personnel in all categories, except senior/associate editor, report that they do have the option to participate in a deferred compensation, pension or profit sharing plan. The highest percentage, 64.8 percent, appears in the editorial management category; the lowest, 47.6 percent, shows up in the senior/associate editor position.

Using the numbers

It is important to use the salary information in this survey cautiously. In some instances, there were not enough respondents in certain cells to allow conclusions to be reached. For this reason, FOLIO: is publishing the number of respondents in each cell (these numbers are shown in parentheses).

The survey is also limited to comparing one variable at a time. For example, editorial managers in the Northeast are earning higher salaries than managers in other regions, but are the managers in the Northeast working on larger circulation magazines? Are the managers in the Northeast the ones with more experience? FOLIO: does not answer these questions.

In addition, this year FOLIO: has restructured its sample to broaden the sample base, eliminating the requirement that a fixed percentage of the sample be drawn from magazines with total revenues of around $5 million or more. Therefore, it is not possible to make comparisons with previous surveys. (*See the methodology sidebar.*)

Ambitious goals

FOLIO: received many insightful comments about editorial and design personnel's objectives. Here is a sampling:

"It's imperative to stay ahead of events, trends and reader knowledge/experience, so that my magazine can be a leader and bellwether when providing editorial content."—Editorial manager in the Midwest with more than 30 years of experience, earning approximately $50,000.

"My concern is meeting ambitious goals without staff burnout. We all love our work and have high standards and a never-ending supply of ideas—but we have a limited staff related to the volume of work required to achieve our goals."—Editor working on a consumer magazine in the Midwest earning $26,000.

"Developing and maintaining a sense of teamwork—a cooperative spirit--between editorial and production to produce both an effective and timely publication is something I strive after."—Managing editor in the Northeast working on a weekly business title, earning roughly $40,000.

"My credo is 'accuracy, thoroughness, interpretation.' "—Associate editor in the West with 10 years of experience earning a salary in the high teens.

"I'm *still* always looking for new ways of dealing with repeating subjects."—Art director in the West with 18 years of experience earning a salary in the low thirties.

Time and again respondents hammered home the theme that the goal is not merely to produce a magazine, but to produce a *great* magazine.

One editor summed up with this thrifty statement: "Surviving. Improving. Growing."

Methodology

Five hundred seventy-six of the 1,181 editorial and design professionals who received questionnaires responded to this survey. Of the total responses received, 556 contained sufficient information to be used for tabulation. The response rate is 48.8 percent.

The survey was conducted in January 1987 and reflects 1987 salaries. If respondents did not known their actual 1987 salaries, they were asked to estimate.

Sixty-five percent of those initially sampled work for publications with circulations of 100,000 or greater. Note that this year, FOLIO: has broadened its sample base and has eliminated the requirement that a fixed percentage of our sample be drawn from magazines with total revenues of around $5 million or more. Therefore, editorial and design salaries revealed in this study cannot be compared to the salaries published last year.

In some cases, respondents did not give an exact bonus figure, but gave an expected range. Here the mean was used for tabulation. For example, if an editorial or art professional indicated that his or her annual bonus would be between $10,000 and $12,000, the arithmetic mean of $11,000 was accepted as that respondent's expected bonus for the year.

A job description has been included with each compensation chart. These job descriptions were printed on the questionnaire. Respondents were asked to mark the description that most accurately listed their duties.

Editorial management

"Outthinking the competition, strategic planning, maintaining editorial integrity in the face of tight ad markets is what my job's all about."

Editorial manager in the West with almost 15 years of experience, earning $100,000 in salary and a 10 percent bonus.

"Staying on time is hard because I always want to make the issue better."

Editorial manager in the West earning $100,000 in salary and roughly $70,000 in bonus.

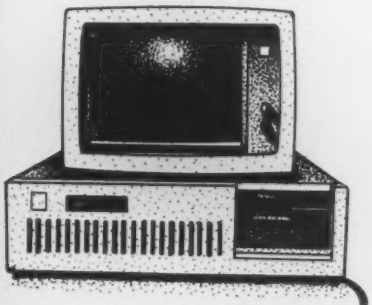
Editorial management (editor and publisher, editor in chief, editorial director): Sets editorial policy. May hold other titles; may be in charge of other products and other departments in addition to editorial. The editor reports to this individual.

Average salaries (The number of respondents is in parentheses.)

All respondents	$58,361 (128)
Business	$55,580 (75)
Consumer	$62,295 (53)
Top one-third	$92,292 (42)
Middle one-third	$52,988 (43)
Bottom one-third	$30,591 (43)

	Salary	Business salary	Consumer salary
By region:			
Northeast	$71,603 (46)	$66,875 (28)	$78,959 (18)
South Atlantic/Central	$49,918 (62)	$50,138 (40)	$49,518 (22)
Western	$54,075 (20)	$41,500 (7)	$60,846 (13)
By sex:			
Male	$58,479 (82)	$60,745 (47)	$55,436 (35)
Female	$58,150 (46)	$46,911 (28)	$75,633 (18)
By years in business:			
Up to 3 years	$36,200 (10)	$31,625 (4)	$39,250 (6)
4-10	$48,962 (39)	$49,132 (19)	$48,800 (20)
More than 10	$66,149 (78)	$60,186 (51)	$77,413 (27)
Responsible for:			
One magazine	$60,519 (77)	$55,122 (45)	$68,109 (32)
More than one magazine	$55,253 (48)	$56,667 (27)	$53,436 (21)
By no. of editorial employees supervised:			
None	$26,167 (6)	$24,250 (4)	$30,000 (2)
One	$33,000 (9)	$28,900 (5)	$38,125 (4)
2-5	$48,763 (63)	$53,129 (35)	$43,306 (28)
6-10	$72,744 (27)	$63,469 (16)	$86,236 (11)
More than 10	$87,273 (22)	$70,857 (14)	$116,000 (8)
By no. of design/art employees supervised:			
None	$44,926 (35)	$44,120 (25)	$46,940 (10)
One	$45,557 (35)	$52,263 (19)	$37,594 (16)
2 and more	$74,194 (58)	$66,855 (31)	$82,621 (27)
By circulation:†			
To 49,999	$43,604 (52)	$45,811 (37)	$38,160 (15)
50,000-99,999	$47,231 (13)	$48,600 (5)	$46,375 (8)
100,000 and more	$72,641 (62)	$67,591 (33)	$78,388 (29)
By frequency:*†			
Weekly	$54,778 (9)	$77,400 (5)	$26,500 (4)
Monthly	$60,733 (75)	$52,202 (47)	$75,054 (28)
By average editorial pages produced annually:†			
To 499	$47,110 (47)	$49,839 (28)	$43,087 (19)
500-999	$57,917 (48)	$58,815 (27)	$56,762 (21)
1,000 and more	$68,071 (28)	$59,444 (18)	$83,600 (10)

*Not all data shown †Refers to largest-circulation magazine on which respondent works



Editor

Editor: Responsible for editorial direction, editorial content including both art and text and cover of the magazine.

Average salaries (The number of respondents is in parentheses.)

All respondents	$40,031 (150)
Business	$38,802 (75)
Consumer	$41,521 (72)
Top one-third	$59,090 (50)
Middle one-third	$36,385 (50)
Bottom one-third	$24,618 (50)

	Salary	Business salary	Consumer salary
By region:			
Northeast	$45,115 (71)	$42,033 (30)	$48,347 (38)
South Atlantic/Central	$35,726 (63)	$37,416 (40)	$32,787 (23)
Western	$31,713 (15)	$30,500 (5)	$32,320 (10)
By sex:			
Male	$44,189 (90)	$42,836 (48)	$45,736 (42)
Female	$33,793 (60)	$31,630 (27)	$35,620 (30)
By years in business:			
Up to 3 years	$24,246 (13)	$24,000 (9)	$24,800 (4)
4-10	$36,102 (79)	$33,462 (33)	$38,205 (43)
More than 10	$49,200 (57)	$48,179 (33)	$50,604 (24)
Responsible for:			
One magazine	$42,051 (109)	$40,595 (54)	$43,894 (53)
More than one magazine	$34,753 (40)	$34,350 (20)	$34,900 (19)
By no. of editorial employees supervised:			
None	$28,456 (25)	$26,889 (9)	$29,960 (15)
One	$32,373 (22)	$31,682 (11)	$33,064 (11)
2-5	$37,048 (63)	$35,914 (39)	$38,892 (24)
6-10	$46,205 (22)	$48,625 (8)	$45,192 (13)
More than 10	$70,781 (16)	$73,143 (7)	$71,938 (8)
By no. of design/art employees supervised:			
None	$33,558 (48)	$34,300 (28)	$33,179 (19)
One	$35,889 (41)	$35,157 (27)	$37,300 (14)
2 and more	$49,248 (58)	$52,917 (18)	$47,866 (38)
By circulation:†			
To 49,999	$30,513 (48)	$30,797 (35)	$29,700 (11)
50,000-99,999	$37,250 (16)	$40,000 (11)	$31,200 (5)
100,000 and more	$45,871 (85)	$48,009 (29)	$44,764 (56)
By frequency:*†			
Weekly	$34,000 (7)	$29,500 (4)	$40,000 (3)
Monthly	$39,972 (81)	$36,479 (41)	$43,644 (39)
By average editorial pages produced annually:†			
To 499	$32,819 (57)	$30,943 (28)	$35,154 (28)
500-999	$43,683 (45)	$40,145 (19)	$46,269 (26)
1,000 and more	$47,056 (39)	$48,435 (23)	$45,075 (16)

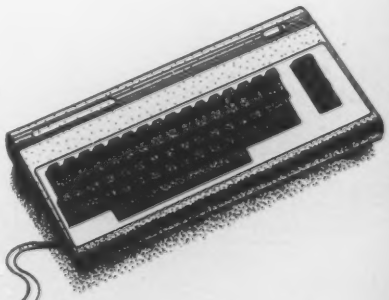
*Not all data shown †Refers to largest-circulation magazine on which respondent works

"How do you find topnotch writers? Even when I offer huge sums of money, I find the state of writers nationwide to be deplorable!"

Editor in the West with seven years of experience earning salary and bonus in the high thirties.

"Sustaining a creative spark for myself and staff amid so many routine duties required to produce each issue is a great challenge."

Editor in the Midwest earning $50,000.



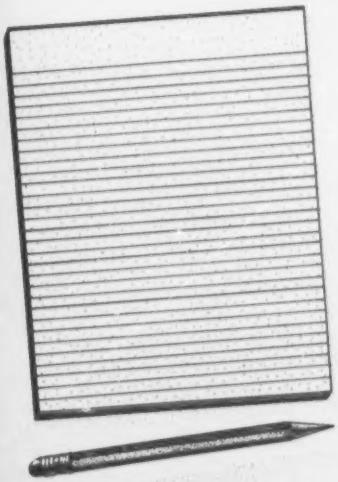
Managing editor

"Cutting the cloth to fit the pattern (budget) is a continuing challenge. Here there's lack of a budget to finance stimulating full-color graphics."

Managing editor in the South earning a salary in the mid-thirties.

"Believe it or not I have to scramble trying to keep the number of editorial pages from being cut when advertising projections fall for any given issue."

Managing editor in the West with a salary in the low twenties.



Managing editor: Coordinates editorial, art and production departments to ensure that the magazine is put out on time and in an acceptable form. Oversees the copy editing and proofreading staff to make sure the magazine is factually and grammatically correct.

Average salaries (The number of respondents is in parentheses.)

All respondents	$37,083 (112)
Business	$36,191 (64)
Consumer	$38,406 (47)
Top one-third	$54,446 (37)
Middle one-third	$35,338 (37)
Bottom one-third	$21,876 (38)

	Salary	Business salary	Consumer salary
By region:			
Northeast	$40,602 (59)	$37,162 (34)	$45,280 (25)
South Atlantic/Central	$32,927 (44)	$33,488 (26)	$32,124 (17)
Western	$34,333 (9)	$45,500 (4)	$25,400 (5)
By sex:			
Male	$37,236 (61)	$36,658 (38)	$38,473 (22)
Female	$36,900 (51)	$35,508 (26)	$38,348 (25)
By years in business:			
Up to 3 years	$22,206 (18)	$22,962 (13)	$20,240 (5)
4-10	$34,188 (49)	$33,748 (25)	$34,761 (23)
More than 10	$46,418 (44)	$45,520 (25)	$47,600 (19)
Responsible for:			
One magazine	$38,808 (85)	$37,392 (49)	$40,986 (35)
More than one magazine	$31,652 (27)	$32,267 (15)	$30,883 (12)
By no. of editorial employees supervised:			
None	$27,125 (12)	$23,688 (8)	$34,000 (4)
One	$25,554 (13)	$24,800 (5)	$26,025 (8)
2-5	$33,361 (49)	$34,140 (30)	$32,139 (18)
6-10	$43,927 (22)	$42,846 (13)	$45,489 (9)
More than 10	$57,100 (15)	$52,688 (8)	$62,143 (7)
By no. of design/art employees supervised:			
None	$33,680 (41)	$33,029 (24)	$34,600 (17)
One	$30,708 (26)	$34,706 (17)	$23,156 (9)
2 and more	$44,524 (42)	$40,477 (22)	$49,868 (19)
By circulation:†			
To 49,999	$29,133 (33)	$31,056 (27)	$20,483 (6)
50,000-99,999	$38,364 (11)	$39,500 (6)	$37,000 (5)
100,000 and more	$40,734 (68)	$40,023 (31)	$41,589 (36)
By frequency:*†			
Weekly	$43,045 (11)	$38,143 (7)	$51,625 (4)
Monthly	$38,705 (57)	$34,661 (28)	$42,989 (28)
By average editorial pages produced annually:†			
To 499	$24,183 (24)	$24,385 (13)	$23,140 (10)
500-999	$36,708 (50)	$38,090 (30)	$34,635 (20)
1,000 and more	$46,181 (36)	$41,132 (19)	$51,824 (17)

*Not all data shown †Refers to largest-circulation magazine on which respondent works

Senior/Associate editor

Senior editor: Heads editorial feature department. Plans and writes features in specialty areas. Responsible for all editorial work in that subject area. May oversee associate editors, freelance writers and designers.

Associate editor: The next level under the senior editor. Researches editorial and is sometimes responsible for organizing photography shoots. Keeps abreast of trends and news in a specialty area, attends trade shows, press conferences.

Average salaries (The number of respondents is in parentheses.)

All respondents	$27,659 (65)
Business	$28,501 (37)
Consumer	$26,852 (25)
Top one-third	$38,078 (21)
Middle one-third	$25,832 (22)
Bottom one-third	$19,541 (22)

	Salary	Business salary	Consumer salary
By region:			
Northeast	$29,162 (38)	$30,627 (20)	$28,240 (15)
South Atlantic/Central	$25,541 (17)	$27,722 (9)	$23,088 (8)
Western	$25,550 (10)	$24,063 (8)	$31,500 (2)
By sex:			
Male	$29,438 (25)	$32,657 (13)	$26,440 (10)
Female	$26,548 (40)	$26,250 (24)	$27,127 (15)
By years in business:			
Up to 3 years	$23,600 (21)	$23,600 (9)	$23,745 (11)
4-10	$26,713 (31)	$27,350 (20)	$25,678 (9)
More than 10	$36,473 (13)	$36,893 (8)	$35,800 (5)
Responsible for:			
One magazine	$28,207 (59)	$29,071 (34)	$27,445 (22)
More than one magazine	$22,274 (6)	$22,049 (3)	$22,500 (3)
By no. of editorial employees supervised:*			
None	$24,953 (33)	$25,279 (22)	$24,300 (11)
One	$30,313 (8)	$28,000 (4)	$32,625 (4)
2-5	$28,235 (17)	$34,667 (6)	$25,000 (8)
By no. of design/art employees supervised:			
None	$27,701 (47)	$29,506 (24)	$26,038 (21)
One	$23,750 (6)	$24,000 (5)	$22,500 (1)
2 and more	$27,429 (7)	$29,000 (4)	$25,500 (2)
By circulation:†			
To 49,999	$23,781 (16)	$24,417 (12)	$21,875 (4)
50,000-99,999	$24,543 (8)	$24,129 (5)	$25,233 (3)
100,000 and more	$29,963 (40)	$32,045 (20)	$28,565 (17)
By frequency:*†			
Weekly	$43,000 (5)	$44,333 (3)	$41,000 (2)
Monthly	$25,394 (41)	$25,669 (21)	$25,283 (18)
By average editorial pages produced annually:†			
To 499	$24,333 (9)	$23,875 (4)	$24,700 (5)
500-999	$25,871 (26)	$26,171 (12)	$25,662 (13)
1,000 and more	$30,683 (23)	$32,083 (18)	$25,800 (4)

*Not all data shown †Refers to largest-circulation magazine on which respondent works

"Developing new editorial products that are well received by our market, organizing internal operations to get the job done effectively and improving staff morale, especially when senior management isn't always cooperative is my goal."

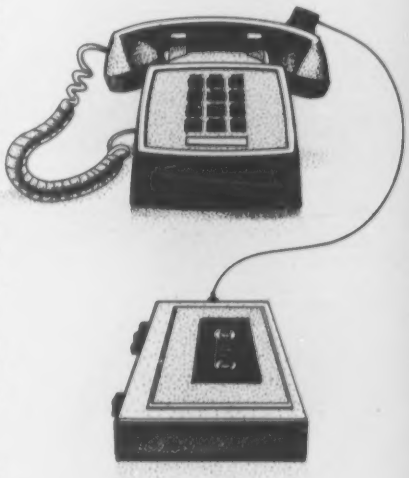
Senior editor in the West earning $40,000.

"The trick is to find outstanding writers and get them to work cheap."

Senior editor in the Northeast earning salary and bonus in the mid-twenties.

"Achieving clarity on a deadline is not easy, but it's what I aim for."

Associate editor in the West earning salary and bonus in the low twenties.



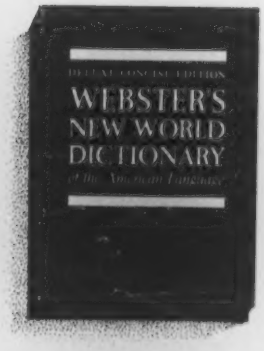
Copy editor

"My problem is avoiding permanent retinal damage!"

Copy editor in the Northeast earning $30,000.

"The lack of foresight among editorial management staffs creates complex problems for the copy edit department. Maintaining accuracy during deadline pressure is also a concern."

Copy editor in the Northeast with one year of experience.



Copy editor: Copy edits, proofreads, prepares copy for printer. Has responsibility for accuracy of all editorial copy. May assist managing editor. Responsible for flow of editorial copy from editorial department to printer.

Average salaries (The number of respondents is in parentheses.)

All respondents		$22,098 (35)
Business		$23,037 (25)
Consumer		$19,750 (10)
Top one-third		$31,855 (11)
Middle one-third		$20,625 (12)
Bottom one-third		$14,626 (12)

	Salary	Business salary	Consumer salary
By region:			
Northeast	$23,459 (18)	$23,663 (17)	$20,000 (1)
South Atlantic/Central	$21,013 (12)	$22,442 (6)	$19,583 (6)
Western	$19,800 (5)	$19,500 (2)	$20,000 (3)
By sex:			
Male	$23,532 (11)	$25,407 (7)	$20,250 (4)
Female	$21,440 (24)	$22,115 (18)	$19,417 (6)
By years in business:			
Up to 3 years	$17,054 (14)	$16,250 (9)	$18,500 (5)
4-10	$22,513 (13)	$22,667 (10)	$22,000 (3)
More than 10	$30,250 (8)	$33,833 (6)	$19,500 (2)
Responsible for:			
One magazine	$22,804 (26)	$23,121 (20)	$21,750 (6)
More than one magazine	$20,056 (9)	$22,700 (5)	$16,750 (4)
By no. of editorial employees supervised:*			
None	$19,534 (22)	$19,583 (15)	$19,429 (7)
One	$23,817 (6)	$25,350 (4)	$20,750 (2)
2-5	$27,191 (4)	$27,191 (4)	$ 0 (0)
By no. of design/art employees supervised:			
None	$21,947 (30)	$22,723 (22)	$19,813 (8)
One	$16,000 (1)	$16,000 (1)	$ 0 (0)
2 and more	$24,667 (3)	$30,000 (2)	$14,000 (1)
By circulation:†			
To 49,999	$22,192 (6)	$23,830 (5)	$14,000 (1)
50,000-99,999	$17,750 (2)	$19,000 (1)	$16,500 (1)
100,000 and more	$22,399 (27)	$23,040 (19)	$20,875 (8)
By frequency:*†			
Weekly	$29,900 (3)	$29,900 (3)	$ 0 (0)
Monthly	$21,315 (14)	$22,192 (10)	$19,125 (4)
By average editorial pages produced annually:†			
To 499	$18,910 (10)	$18,775 (4)	$19,000 (6)
500-999	$18,759 (13)	$18,397 (11)	$20,750 (2)
1,000 and more	$28,371 (12)	$29,845 (10)	$21,000 (2)

*Not all data shown †Refers to largest-circulation magazine on which respondent works

Art director

Art director: Oversees all editorial art and design work for the magazine. Oversees art production. Also heads photography and illustration.

Average salaries (The number of respondents is in parentheses.)

All respondents	$37,697 (66)
Business	$34,264 (33)
Consumer	$41,130 (33)
Top one-third	$54,077 (22)
Middle one-third	$34,400 (22)
Bottom one-third	$24,614 (22)

	Salary	Business salary	Consumer salary
By region:			
Northeast	$43,870 (10)	$32,540 (5)	$55,200 (5)
South Atlantic/Central	$35,328 (29)	$34,405 (21)	$37,750 (8)
Western	$37,896 (26)	$34,333 (6)	$38,965 (20)
By sex:			
Male	$41,958 (43)	$38,114 (21)	$45,627 (22)
Female	$29,730 (23)	$27,525 (12)	$32,136 (11)
By years in business:			
Up to 3 years	$26,000 (11)	$21,800 (5)	$29,500 (6)
4-10	$34,708 (24)	$32,077 (13)	$37,818 (11)
More than 10	$45,115 (26)	$40,285 (13)	$49,946 (13)
Responsible for:			
One magazine	$34,878 (37)	$31,368 (19)	$38,583 (18)
More than one magazine	$41,293 (29)	$38,193 (14)	$44,187 (15)
By no. of editorial employees supervised:*			
None	$34,338 (39)	$31,726 (23)	$38,094 (16)
One	$40,400 (5)	$36,500 (2)	$43,000 (3)
2-5	$37,288 (8)	$30,000 (3)	$41,660 (5)
By no. of design/art employees supervised:			
None	$30,043 (14)	$31,350 (8)	$28,300 (6)
One	$32,360 (15)	$32,175 (8)	$32,571 (7)
2 and more	$42,794 (34)	$38,033 (15)	$46,553 (19)
By circulation:†			
To 49,999	$35,838 (8)	$38,675 (4)	$33,000 (4)
50,000-99,999	$28,600 (10)	$28,500 (7)	$28,833 (3)
100,000 and more	$39,900 (47)	$35,295 (22)	$43,952 (25)
By frequency:*†			
Weekly	$34,629 (7)	$34,475 (4)	$34,833 (3)
Monthly	$38,797 (39)	$32,656 (18)	$44,062 (21)
By average editorial pages produced annually:†			
To 499	$34,676 (17)	$32,571 (7)	$36,150 (10)
500-999	$37,900 (22)	$34,231 (13)	$43,200 (9)
1,000 and more	$41,085 (20)	$35,518 (11)	$47,889 (9)

*Not all data shown †Refers to largest-circulation magazine on which respondent works

"I'm all for pushing the publisher and editorial staff into more creative solutions."

Art director in the Midwest earning a salary in the low twenties.

"Dealing with copy heavy, nonvisual editors is the hardest part of my job."

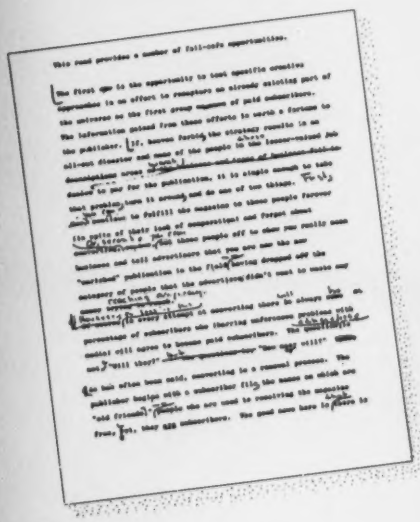
Art director in the Northeast earning $30,000.

"The division between editorial and design—the 'who's responsible for what'—is unclear. Can an art director change 'heads' to look better?"

Art director in the West with 20 years of experience earning a salary of about $40,000.

"My motto is to keep fresh, avoid complacency, think like a reader of the magazine and always make a better magazine each month."

Editor in the Northeast with 10 years of experience earning a salary in the mid-fifties.



Annual average bonus, by title

Average anticipated amount (The number of respondents is in parentheses.)

	Editorial management	Editor	Managing editor	Senior/Assoc. editor	Copy editor	Art director
Average, all respondents	$10,255 (63)	$2,760 (69)	$2,292 (41)	$1,531 (26)	$ 883 (6)	$3,890 (25)
By region:						
Northeast	$11,300 (24)	$3,318 (34)	$2,545 (22)	$1,663 (16)	$1,000 (2)	$3,417 (3)
South Atlantic/ Central	$ 7,375 (28)	$2,150 (24)	$1,483 (15)	$1,500 (7)	$ 825 (4)	$5,041 (11)
Western	$15,305 (11)	$2,250 (10)	$3,935 (4)	$ 900 (3)	$ 0 (0)	$2,868 (11)
By sex:						
Male	$ 8,418 (40)	$2,957 (42)	$2,545 (20)	$1,400 (11)	$1,000 (3)	$4,929 (17)
Female	$13,450 (23)	$2,454 (27)	$2,052 (21)	$1,627 (15)	$ 767 (3)	$1,681 (8)
By circulation:†						
To 49,999	$ 5,207 (22)	$1,737 (17)	$1,679 (14)	$ 783 (6)	$ 0 (0)	$3,600 (3)
50,000-99,999	$13,167 (6)	$2,564 (7)	$2,277 (5)	$1,750 (2)	$1,000 (1)	$ 375 (2)
100,000 and more	$13,015 (34)	$3,177 (45)	$2,686 (22)	$1,756 (18)	$ 860 (5)	$4,285 (20)

†Refers to largest-circulation magazine on which respondent works

Percentage whose companies offer deferred compensation, by title

(The number of respondents is in parentheses.)

	Editorial management	Editor	Managing editor	Senior/Assoc. editor	Copy editor	Art director
Total respondents	64.8% (128)	53.7% (149)	58.0% (112)	47.6% (63)	55.9% (34)	60.3% (63)
Business magazine respondents	74.7% (75)	60.8% (74)	59.4% (64)	61.1% (36)	56.0% (25)	63.3% (30)
Consumer magazine respondents	50.9% (53)	48.6% (72)	57.4% (47)	33.3% (24)	55.6% (9)	57.6% (33)
By region:						
Northeast	73.9% (46)	54.9% (71)	57.6% (59)	51.4% (37)	44.4% (18)	50.0% (10)
South Atlantic/ Central	61.3% (62)	58.1% (62)	63.6% (44)	62.5% (16)	75.0% (12)	59.3% (27)
Western	55.0% (20)	33.3% (15)	33.3% (9)	10.0% (10)	50.0% (4)	64.0% (25)
By circulation:†						
To 49,999	61.5% (52)	29.8% (47)	48.5% (33)	31.3% (16)	83.3% (6)	50.0% (8)
50,000-99,999	38.5% (13)	75.0% (16)	72.7% (11)	42.9% (7)	50.0% (2)	33.3% (9)
100,000 and more	72.6% (62)	63.5% (85)	60.3% (68)	55.0% (40)	50.0% (26)	66.7% (45)

†Refers to largest-circulation magazine on which respondent works